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ABSTRACT

Language can both reflect and shape the way people are treated in today's society. It can be used to open doors when it is gender inclusive, or to create barriers when it is not. The goal of this booklet is to encourage gender-inclusive language. Bias-free language is effective language. A number of studies demonstrate that an audience is more likely to "get the message," and to remember information, when inclusive language is used. This guide can help eliminate gender bias in writing, speech, and images. It is not meant to be a complete treatment of the subject, but rather a practical resource. The chapters are: (1) The Language Barrier: An Introduction to the "why" of inclusive language; (2) It's a Matter of Clarity: Reasons for, arguments against, inclusive language; (3) Sticky Wickets, and How to Avoid Them: Some advice on the "rules" of inclusive language; (4) Words to the Wise: A glossary; (5) Language on the Move; (6) Women Speak up About Sex-Biased Language; (7) Cracking Down on Bias: Insiders share their strategies; (8) Word Buffs, Take Note; and (9) Suggested Reading, a 12-item annotated bibliography. (JBJ)

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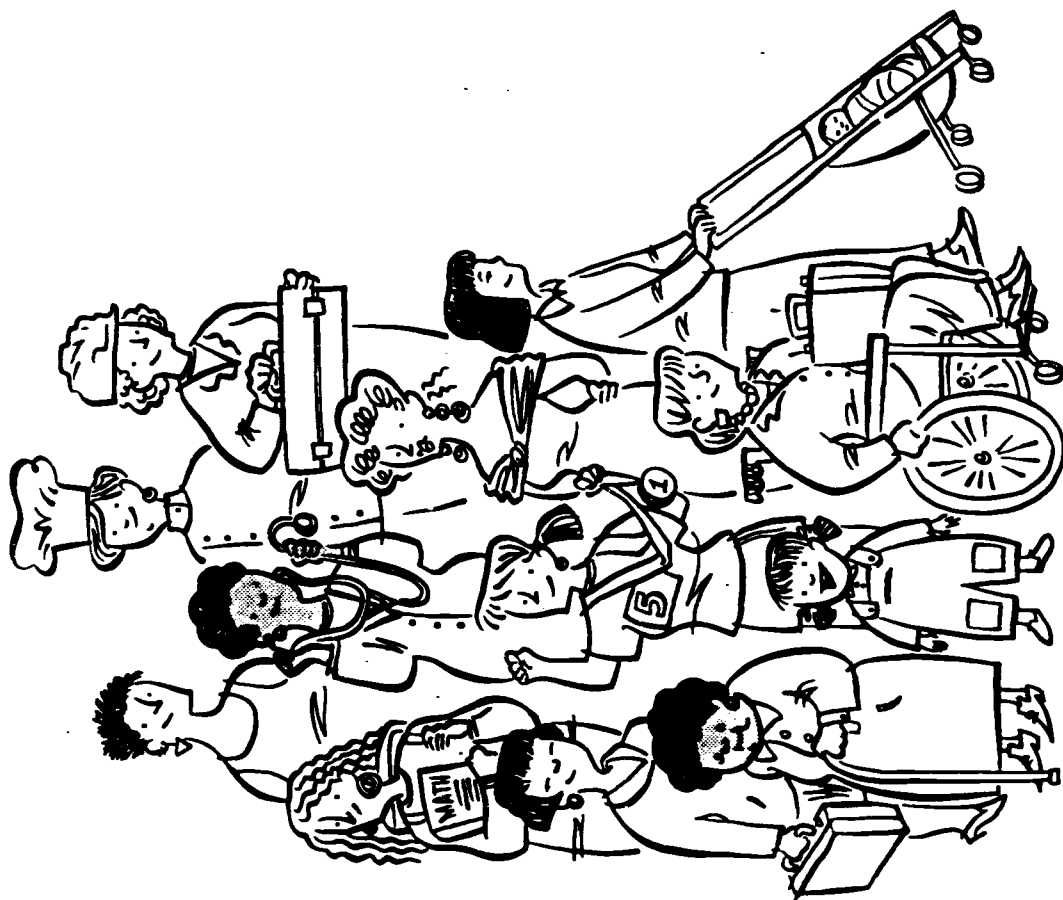


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**SECOND
EDITION**

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PREFACE

to the Second Edition of *Words that Count Women Out/In*

Language can both reflect and shape the way people are treated in our society. It can be used to open doors when it is gender inclusive, or to create barriers when it is not.

The Ontario Women's Directorate assists the government to achieve its commitment to the economic, legal and social equality of women in Ontario. Encouraging gender-inclusive language is part of this effort. Bias-free language is effective language. A number of studies demonstrate that an audience is more likely to "get the message," and to remember information, when inclusive language is used.

Over the last few years, the Women's Directorate has received many requests for information about gender-inclusive language. *Words That Count Women Out/In* was produced in response to this demand, and was conceived with professional communicators in mind. Demand for the booklet was extremely high and the first printing was quickly distributed. People from all walks of life asked for copies -- evidence of the strong current interest in this topic. Large quantities were ordered by employers, educators, media and government offices for use in their workplace.

In the first edition, we asked people to share their creative solutions to "counting women in." Our booklet generated a lot of feedback, enthusiasm, controversy and helpful criticism. We've incorporated a number of these suggestions into this second edition.

This is a popular guide to eliminating gender bias in writing, speech and images. It is not meant to be a complete

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treatment of the subject, but rather a practical resource. Our goal is to increase awareness of the subject and to encourage readers to consider the value of using inclusive language in speaking and writing. A list of further reading is provided at the end of the booklet. Please feel free to photocopy any of the material in our guide to share with your colleagues or friends.

We are interested in your experiences with inclusive language, and your comments on the publication.

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CONTENTS

1	THE LANGUAGE BARRIER:
	An introduction to the "why" of inclusive language
3	IT'S A MATTER OF CLARITY:
	Reasons for, arguments against, inclusive language
6	STICKY WICKETS, AND HOW TO AVOID THEM:
	Some advice on the "rules" of inclusive language
6	The Pronoun Puzzle
8	One Sex Fits All?
9	Type-casting
10	The Beauty Factor
11	Backhanded Compliments
12	The Parallelism Principle
12	Women Writers, Male Nurses: Does It Matter?
13	Ladies' Day Is Over
14	What's Wrong with This Picture?
14	Letter Perfect
16	WORDS TO THE WISE: A Glossary
16	The Work World
19	The World of Play
20	Roles People Play
21	The Human Family
23	Stereotypes... <i>continued</i>

CONTENTS . . . continued

24	Turns of Phrase
26	Putdowns
28	LANGUAGE ON THE MOVE
30	WOMEN SPEAK UP ABOUT SEX-BIASED LANGUAGE
32	CRACKING DOWN ON BIAS: Insiders share their strategies
34	WORD BUFFS, TAKE NOTE
36	SUGGESTED READING

THE LANGUAGE BARRIER

An introduction to the "why" of
inclusive language

"O Canada, our home and native land
True patriot love in all thy sons command..."

Picture two children singing these lyrics-- a girl and a boy. Think of the images formed in their minds. The boy sees countless males like himself, all standing on guard for their country. He feels fully part of the patriotic fervor, a true son of Canada.

The girl is not so lucky. Since our national anthem says nothing about daughters, she can't help wondering whether it applies to her. Can only men be patriots?

"O Canada," the symbol of our democratic spirit, excludes half the population. The single word "sons" tells women they do not belong. You could argue that other words express the anthem's point-- words like "glowing hearts" or "true north strong and free." You could even argue that "sons" is just a synonym for "people"-- and *Webster's Ninth New Collegiate Dictionary*, published by Merriam-Webster Inc., 1991 would back you up. One meaning it cites is "a person closely associated with or deriving from a formative agent (as a nation, school or race)."

But words create images more powerful than any definition. If you don't choose your words with care, they may send a message you never intended: in this case, that it's a man's world.

Words most of us use daily do exactly that. "Weatherman" suggests that all weather reporters are male. "Frenchmen" implies that the French are all male. "Mankind" portrays

maleness as a norm for our species. You'd think every species was male, the way the lion at the zoo, the dinosaur in the museum and the friendly mutt in the local park are all referred to as "he."

IT'S A MATTER OF CLARITY

Reasons for, arguments against,
inclusive language

All speakers and writers share the same goal: clear communication. Male-biased words don't meet the challenge. They hark back to a world that no longer exists, a world with no place for women's aspirations. They cause needless doubts and needless offense. Unless you learn to spot them and change them, they'll distract attention from your point.

It's easier than it sounds. Take "O Canada." If "all thy sons" were changed to "all our hearts," the lyrics would still trip off the tongue -- but they would speak to everyone, not just men.

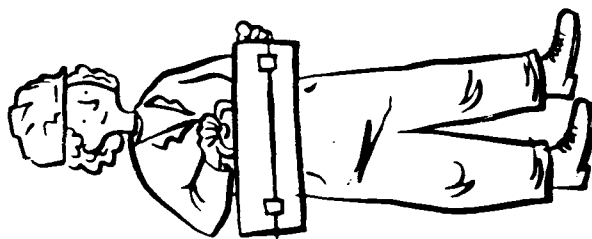
That's the guiding principle of bias-free language: it includes the whole audience. It's not just the fair way to communicate. Now that women make space flights and hold cabinet posts, it's the only way that works for everyone.

This common sense idea has met fierce resistance, and no wonder. Today's inclusive language breaks rules we've all followed since grade school. But the case against change doesn't hold up to scrutiny. Take a close look at the following arguments:

"What difference does it make?"

Study after study shows that biased language is fuzzy language. When they read the words "man" or "he," people of all ages tend to picture males.

Biased language distorts perceptions. In a classic 1974 study, junior high school students were asked to draw the



activities of prehistoric people. One group received instructions about "early man." The other followed gender-neutral instructions. Both groups drew more males than females. But when instructions referred to "people" and "humans," the number of female figures increased.

Biased language can dampen young women's aspirations. A 1983 study found women less likely to consider a career in psychology when the career description used the male pronoun. As if all this weren't reason enough to watch our language, getting rid of bias clearly motivates women. In a 1984 study, female students recalled information better when the researchers used sex-neutral terms.

You can't rewrite the English language."

No one is rewriting the language. Rather, the language is evolving to keep pace with the times, as it has done since the days of the troubadours. The Simpsons don't speak like the Capulets and the Montagues. And just look at the new words that have flooded dictionaries since the '60s: preppy, tofu, quark, hacker, sunblocker, flextime... the list goes on. These words exist because they meet a need.

Similarly, other words have gone the way of spats and corsets. You hardly ever hear the term "authoress" these days, and "doctress" is all but forgotten. Yet as recently as the '20s, famed lexicographer H.W. Fowler defended "singeress" and "teacheress." Fowler worried that without specialized terms to distinguish them, upstart professional women might be confused with the real experts -- their male counterparts.

"These new words are ridiculous."

Sceptics heap scorn on "chair," a frontrunner to replace the biased "chairman." A chair, they insist, is a piece of furniture, not a person. In fact, the *Oxford English Dictionary* dates 1659 as the first use of "chair" in its contested sense. "Chairman" entered

the language just four years earlier.

Granted, "manhole cover" may sound more natural to many of us than the non-biased alternative, "sewer cover." But that's just because the term is new. To our children's generation, "manhole cover" will likely seem downright quaint.

Wags have dreamed up some undeniably ridiculous words in an effort to lampoon inclusive language. By replacing "man" with "person" wherever it appears, they've devised such clunkers as "personipulate" and "Personitoba." In fact, "manipulate" and "manacle" are here to stay because their root is not "man" but the Latin for hand, manus.

"What you call biased, I call colorful."

No question, some stereotypes exude color. Take "trollop," "shrew" and "biddy." These words appeal for the images they spark -- images that put women down. Sometimes, as with "oaf" and "gigolo," it's men who are belittled in the name of lively writing. Either way, the result is the same -- negative stereotyping.

There's another way to make your prose leap off the page. Why not describe the action rather than the person? Nouns label people; verbs pack as much pictorial clout as nouns, with less potential for put-downs. "Tussle," "plod," "lurch," "slither" ... verbs like these can set scenes for your reader. Countless others are as close as your thesaurus.

STICKY WICKETS, and HOW to AVOID THEM

Some advice on the "rules" of inclusive language

Changing lifelong habits calls for patience at first, but don't be surprised if your writing improves. Many biased expressions are clichés. Without them, you'll stretch your creativity.

Not that you need to be a literary whiz. Once you figure out where the danger zones are, dodging them will become second nature. A few simple ground rules will get you started.

The Pronoun Puzzle

Until recently, most people didn't see anything wrong with using the generic "he" ("everyone should bring his lunch") to refer to both men and women. Women's growing disagreement has inspired some pretty cumbersome proposals for a third person singular pronoun of indeterminate sex. "S/he" makes most readers wince; "they" never caught on at all. "He or she" will do in a pinch, but grates with constant repetition.

What's a frustrated writer to do? Try one of three tricks:

- **Make the sentence plural.**

In the following sentence, all you'll lose is one word -- and that's a gain for your reader. The leaner your prose, the sharper your point. For example, change:

"Becoming a doctor can be a lonely experience, one that takes a large toll not only on the young doctor, but also on his patients."

to

"Becoming a doctor can be a lonely experience, one that takes a large toll not only on young doctors but also on patients."

-- *The New York Times Book Review*

- **Change "his" to "the."**

It's a simple way to fix this verbal gaffe:

"The member will promptly disclose to his [the] client any interest in a business which may affect the client."

-- Code of ethics, The American Society of Home Inspectors

Better yet, ask yourself if you can shorten the sentence. In the above example, it's understood that the member is disclosing to the client. Why not amend the sentence to read:

"The member will promptly disclose any interest in a business which may affect the client."

- **Use "they" as a singular pronoun.**

We know, we know -- "Everyone for themselves" would make your English teacher cringe. You're wise to avoid it in a speech to teachers or your company's annual report, but when you want an informal, colloquial style, the singular "they" could be your best bet.

This usage was considered correct until the mid-nineteenth century. As the closest thing we have to an indeterminate singular pronoun, "they" could be poised for a comeback. If it was good enough for Jane Austen and William Shakespeare, it should be good enough for the Rotary Club.

• **Alternate between "she" and "he."**

Whether you're referring to university students, employees or kids at summer camp, this tactic beats constant repetition of "he or she." Just watch out for sex-typed examples. The employee dashing to the daycare centre is not necessarily "she." The youngster in tears over a classmate's teasing might be "he."

• **In a pinch . . .**

Change "he" to "one" or "the individual," or use the passive voice. But both techniques, while often recommended, tend to make for stilted writing. Once you get the hang of the others, you shouldn't need them.

One Sex Fits All?

"Some entomologists consider insects to be man's chief competitor, mainly because insects and man both utilize the same things."

-- "Entomology in Canada: Career Opportunities"

Synonyms for "man" abound (see "Words to the Wise"), so this verbal gaffe is easily fixed. Consider just one possible revision:

"Some entomologists consider insects to be humans' chief competitor, mainly because insects utilize the same things we do."

You may wonder why "humans" should be preferable to "man." Similar as the two words appear, they come from different roots-- "humans" from the Latin "homo" and "man" from the Old English "mann." Both roots originally meant "human being," but "man" developed its gender-specific connotation as long ago as the 10th century.

"Man" also turns up as a verb. Here's an example from the front page of *The Globe and Mail*:

"We have... found... a declining confidence in our system of parliamentary democracy, and in the politicians who man the system."

-- pollster Michael Adams

Is it just male politicians who have fallen out of favor? If not, then why not change "man" to "run"?

Type-casting

No matter what a woman achieves outside the home, her domestic talents attract constant scrutiny. When astronaut Dr. Roberta Bondar made her 1992 space flight, *The Toronto Star* ran this front-page headline:

"Canadian in space does 'housework' "

"Bondar spends hour tidying up shuttle"

A highly skilled physician and scientist, Dr. Bondar was spending no more time on "housework" than her male colleagues on the shuttle. Her efforts really focused on scientific experiments -- and had she been male, the headline writer would undoubtedly have said so.

The *Star* had trivialized a Canadian hero, and readers of both sexes were outraged. Within a day, more than 150 calls had bombarded the paper. Not for years had it faced such fury.

We don't hear much about Eric Lindros' cooking, or how much time Brian Mulroney spends with his kids. But let a woman step into the spotlight, and reporters suddenly wonder about her cooking schedule and her childcare arrangements. They exclaim over her skill at balancing work and family, as if to say, "Don't worry, guys, she's still a normal woman at heart." When her children grow up, she's still not home free. *People* magazine recently described a female biographer as "a spunky mother of four and grandmother of six."

If you've ever introduced a female speaker, you may have made the same blunder. We suggest this guideline: don't mention a woman's domestic life unless you would make the same comment of a man in her position.

One more word of advice: don't assume that only women run homes. That's the message implied in this sentence from a *Globe and Mail* article on marketing:

"The dinner plates that the German hausfrau and the English housewife deemed acceptable, caused French women to laugh in disbelief."

Who says that only women were laughing? A few simple changes make the sentence more accurate -- and concise:

"The dinner plates that the Germans and the English deemed acceptable caused the French to laugh in disbelief."

The Beautiful Action

"She's so fresh-faced, so blue-eyed, so ruby-lipped, so 12-car-pile-up gorgeous, 5'5" and 114 pounds of peacekeeping missile."

-- *Sports Illustrated* on figure skater Katerina Witt

Women's looks, like their homemaking, garner needless attention. A poet is praised for her "charm," an athlete for "moving like a model." Even the dignified London *Sunday Times* referred to the "overt, flaunting sexuality" of Canada's Kim Campbell. Is this how we generally talk about male politicians?

A Canadian magazine once published an article by a woman on the Toronto Blue Jays -- more specifically, on watching their bottoms under those tight uniforms. She speculated at length on which Blue Jay cut the cutest figure while at bat. In short, she wrote about men the way men tend to write about women. The response, however, was different. Angry letters

accused the magazine of trivializing baseball.

Two themes stand out in irrelevant descriptions of women. One is sexuality, the other fragility. Here's an example of woman-as-rosebud prose:

"She is a young, elegant woman with the pert appeal of a gamine. But her fragile good looks contradict the power she wields in the fiercely competitive fashion world."

-- *Flare* on Fairweather president Lynn Posluns

"Pert" and "gamine," words only applied to women, shrink the executive's stature. "See how tiny she is," the passage seems to say. "She's not one of those power-hungry women. She wouldn't hurt a fly." Equally belittling -- to all women, not just Posluns -- is the presumed opposition between power and good looks. Why shouldn't female presidents look good? Does power turn women into drab, grim-faced martinets?

As with childcare arrangements, so with looks: if you wouldn't comment on a man's, then don't comment on a woman's.

Backhanded Compliments

At a high school commencement ceremony, a teacher hands a male graduate his award. "This fine young man is an inspiration to his classmates," she declares. Then the teacher honors his female classmate. She is called "a spunky little lady, a joy to us all."

Which prizewinner sounds more impressive? The male graduate -- no contest. "Inspiration" connotes action and leadership, while "joy to us all" connotes the supposedly feminine virtues of kindness and good humor.

As for "little lady," you don't hear males described as "little men." Next time you write a job reference for a woman, watch the words you choose. Are they the ones you'd select for a man

with the same skills? Or are they words used only of women -- like "irrepressible" instead of "dauntless," "perky" instead of "energetic," "spunky" instead of "determined"?

Perhaps the most backhanded compliment of all is comparing a woman to men -- as in "She thinks like a man." Intellectual rigor is not a male trait -- and neither is guts.

The Parallelism Principle

"Lyn Goes After Rae"

-- *The Toronto Star*

What's wrong with this headline? It denies a woman, Ontario Liberal leader Lyn McLeod, the same respect it gives a man, Premier Bob Rae. Most news media identify adults by their last names. This practice should apply to men and women alike.

To eliminate the bias, just make the headline parallel: either

"Lyn Goes After Bob" or "McLeod Goes After Rae."

Fair's fair. The same principle applies in daily life. If you are addressing men as "Dr." or "Professor," be just as formal with the women in the group. Those who have no titles deserve the courtesy of "Ms." And never call a woman by her first name unless you expect her to use yours.

Parallelism also means that men shouldn't always go first. Vary your style with phrases like "she and he," "hers and his," "women and men."

Women Writers, Male Nurses: Does It Matter?

Have you ever read an article that identifies an expert as a "woman doctor"? Or heard that someone was treated by a "male nurse"? Many references to gender serve no useful purpose, because they put the emphasis on personal characteristics rather than occupational knowledge and skills.

Sometimes both sexes bear the damage. For instance, the term "male secretary" implies that secretarial work is always done by women. More often, though, it's only women who are belittled. No one ever calls Mordecai Richler "one of our greatest male writers." But Alice Munro can be labelled "one of our greatest woman writers," as if her work couldn't stand comparison with men's. Don't mention gender unless it is key to understanding the message, as in this headline from *The Globe and Mail*:

"Male secretary ruled sexism victim"

Ladies' Day Is Over

"Ladies' dresses," "ladies' night," "ladies and escorts," "the lady next door."

The word "lady" may have fallen from favor, but it still turns up in a multitude of contexts. Only two meet the standards of the '90s. When men are "gentlemen" or "lords," then women can be "ladies."

Many people wonder what's wrong with calling women "ladies." To them, the word "lady" implies perfect manners, elegance and refinement -- all positive traits. The catch is that they constitute a confining female stereotype.

Our society does not expect these qualities of men, but demands them of women. "Lady" harks back to the rules that every daughter used to learn from her mother: "A lady always wears gloves," "A lady never wears white after Labor Day."

Besides, "lady," unlike gentleman, also has some downright negative meanings. A "lady of the evening" is a prostitute. "Little old lady" conjures images of childish helplessness.

To address an adult as "young lady" or "little lady" is to condescend to her. And that's no way to treat a woman.

What's Wrong with This Picture?

Your speech may be a model of gender-neutrality, but if your pictures show women in stereotyped roles, they'll undermine your message. Make sure the images you choose pass the following tests:

- **They include women.** Your company's technicians may well be a mostly male group. It's likely to stay that way unless you photograph the woman on the team.
- **They give women and men equal prominence.** If you feature men in full-page color shots, don't tuck small, black-and-whites of women in the corner. If captions identify men by name, women deserve equal treatment.
- **They don't turn women into sex objects.** In a *Maclean's* photographic feature on outstanding Canadians, athlete Silken Laumann appeared in a slinky cocktail dress with a pair of oars at her side. The men in the story wore their normal working garb.

Letter Perfect

If your letter addressed "Dear Sir" ends up on the desk of a vice-president who's a woman, you've committed a major business blunder. In fact, almost every letter that leaves your desk makes a statement about gender. Here's how to keep in step with the times:

- Don't be too quick to assume that you're writing to a man. "R. L. Jones" could be a woman who detests being addressed as "Mr." The gender-neutral salutation is "Dear R. L. Jones."

- How to avoid the "Dear Sir" dilemma? "Dear Sir or Madam" (or "Dear Madam or Sir") is a time-honoured formal solution. Address by title or role such as "Dear Managing Director," "Dear Customer," has become increasingly acceptable. Better still, do some research with the telephone or a directory, and find out the name of the person you want to reach.
- Use Ms. salutations instead of Mrs. or Miss. Make exceptions only for women who sign themselves Mrs. or Miss. (Please note -- although "Ms." isn't an abbreviation, it's now customary to punctuate the term.) Always use a woman's professional title (Judge, Professor) in situations where you would use one for a man.
- The same rule applies when writing to a man and woman couple: avoid "Mr. and Mrs." salutations unless the couple have indicated a preference for this address. If a woman has kept her birth name, the correct form might be "Dear Margaret Anderson and David Hodges." (Alphabetical order determines which name comes first.)
- If the woman has a professional title, you might write "Dear Mr. De Marco and Dr. Khan." In any case, today's wives are not extensions of their husbands. "Dear Nancy and Tom Cohen" is preferable to "Dear Mr. and Mrs. Tom Cohen."
- Keep your closing simple. Don't sign yourself "Ms." or "Mr." unless you use your initials or have a gender-neutral first name, such as Terry or Chris.

WORDS TO THE WISE: A Glossary

The Work World

Inclusive job titles welcome both women and men to a variety of occupations, and help organizations maximize their "people power." Unless there's a specific reason otherwise (like an article profiling women in traditionally male occupations) keep the emphasis on the job, not the gender. Some terms are in transition -- "actress" to "actor," "ballerina" to "ballet dancer" -- while others, like "police officer," are already well-established.

<i>Non-inclusive</i>	<i>Inclusive</i>
actress	actor
ad man, advertising man	advertising (rep)resentative, advertising manager
airman, aviatrix	pilot, aviator, flyer
alderman	municipal councillor
anchorman	anchor, newscaster, announcer
assemblyman (manufacturing)	assembler
assemblyman (politics)	assembly member, legislator
ballerina	ballet dancer
barmaid, barman	bartender
bellboy, bellman	bellhop
busboy	busser

<i>Non-inclusive</i>	<i>Inclusive</i>
businessman	business person, business executive, professional, entrepreneur
cabin boy	cabin attendant
call girl	prostitute
career girl, woman	professional, manager, executive
cameraman, cameramen	camera operator, camera crew
cleaning lady	cleaner
clergyman	cleric, member of the clergy
comedienne	comedian, comic
concertmaster	first violinist, concert leader, concert director
cowboy, cowgirl	cowhand, ranch hand, wrangler
craftsman	artisan
delivery boy	courier, messenger
dockman	dockhand, dockworker
doorman	doorkeeper, porter
draftsman	draftsperson, drafting technician
engineer	engine operator
fireman	firefighter
fisherman, fishermen	fisher, fishing crew
ferryman	ferry operator
foreman	supervisor
frogman	diver, underwater technician
gasman	gas fitter, gas pipe installer, gas pipe repairer

Non-inclusive

girl Friday
harbor master
insurance man
journeyman
landlady, landlord
lineman
longshoreman
mailman
meter maid (traffic)
meter man (utilities)
newsman

paperboy
patrolman
policeman, policeman
poetess
quarryman
repairman
saleslady, saleswoman
seamstress
serviceman
sideman
steward, stewardess

Inclusive

assistant, "gofer,"
person Friday
harbor chief
insurance agent
trade worker
proprietor, householder,
building manager
lineworker, line installer
dockhand, shorehand
letter carrier, mail carrier
parking constable
meter reader
journalist, reporter,
newshound
paper carrier
patrol officer
police officer
poet
quarrier, quarry worker
repairer, technician
sales clerk, sales agent,
sales (rep)resentative
tailor, dressmaker,
alterationist, sewer
service (rep)resentative,
repairer, technician
side-player, backup musician,
member of the band
flight attendant

Inclusive

tax collector
unionist, union member,
union organizer
waiter, server
guard, security guard
weather reporter,
meteorologist
worker

Non-inclusive

taxman
union man
waitress
watchman
weatherman
workman

The World of Play

Interestingly, many sports and recreation terms are already gender-inclusive (batter, goalie, hiker, gymnast, swimmer, to name just a few). New words are evolving (and old ones are being revived) to reflect women's participation in a range of leisure activities.

boatsman	boater
defenseman	defense
fisherman	fisher, angler
gamesman	gamester, games buff
handyman	do-it-yourselfer
horseman, horsewoman	rider
linksman	golfer
outdoorsman	naturalist, nature lover, nature buff
rifleman, marksman	sharpshooter, crack shot
sportsman	athlete, sports buff, sports enthusiast
sportsmanlike	sporting, fair, team spirited

Non-inclusive

Inclusive

sportsmanship
yachtsman

fair play
yachter, yacht owner, sailor

Roles, People Play

Roles and relationships are in transition, and so is the language used to describe them. Terms used informally may not be appropriate in a public setting. We might have a relationship with a "boyfriend" or "girlfriend" (or go out for the evening with "the girls" or "the boys") but terms like "partner" (or "friends") are more appropriate in a media, business, or professional context.

alumni

graduates, alumni(ae)
or alumnæ(i)

alumnus

graduate

bachelor (degree)

baccalaureate,

undergraduate degree

benefactress

benefactor

boyfriend, girlfriend

partner

boys in blue

police force

chairman, chairwoman

chair, chairperson, head,
co-ordinator

coed

student

committee man,

committee member

committee woman

corporate spouse

corporate wife

faculty spouse

faculty wife

first-year student

freshman

front, figurehead

front man

terminator, assassin

hatchet man

Non-inclusive

Inclusive

henchman

sidekick, lackey, right-hand

heiress

heir

heroine

hero, protagonist

hostess

host

housewife, househusband

homemaker

layman

layperson, amateur

middleman

go-between, mediator,

man and wife

intermediary

ombudsman

complaints investigator,

self-made man

advocate, troubleshooter,

spokesman

ombudsperson

entrepreneur

self-made person,

brotherhood

spokesperson, representative

common man

kinship, community,

countryman

comradeship

distaff side

common person,
average person,
person in the street

avoid

compatriot

The Human Family

Generic use of the word "man" may backfire, and have the reverse effect on your audience. Ironically, a politician calling for the "unity of mankind" will be excluding half the populace!

Non-inclusive

early man

fair sex, weaker sex

fatherland

fellowship

forefathers

fraternal

fraternal organization

Frenchmen

man, mankind

modern man

mother tongue

rise of man

sons of God

thinking man

working woman, working man

Inclusive

early people,

prehistoric people

avoid

country of origin, homeland

camaraderie, friendship,

conviviality

ancestors, forebears

warm, intimate

club, social club, society

the French

humankind, humanity,

our species, humans

modern society, people today

first language

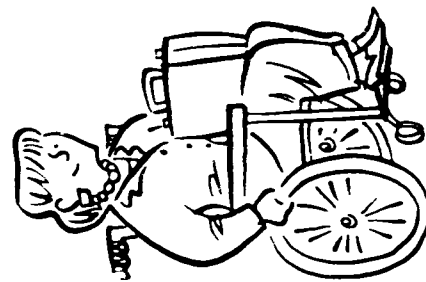
rise of civilization

children of God

thinking person,

thinker, intellectual

wage earner, taxpayer

**Stereotypes**

Women aren't necessarily nurturing or intuitive; and men aren't necessarily rational or rugged. But some stereotypes are slow to fade. Even a compliment isn't a tribute if it puts a woman in "her" place.

Non-inclusive

balls (eg. "She's/he's got balls")

bridesmaid

father time

kingdom

kingdom come

kingmaker

kingpin

lady killer

ladylike

lady luck

like a man

maiden name

maiden voyage

man (verb)

man enough

manhood, womanhood

manly

man-made

man of action

man of letters

man of the world

Inclusive

guts, moxie

bridal attendant

time

country, land, realm

the next world, paradise

power behind the throne

linchpin, cornerstone

seducer, popular with

the women

courtous, cultured

luck, good fortune

resolutely, bravely

birth name

first voyage

staff, run, operate

strong enough

adulthood

strong, mature

artificial, synthetic,

machine-made

dynamo

scholar, author, intellectual

sophisticate

Non-inclusive

man-hours
manpower
man-sized
man-to-man talk
matronly
mother nature
one-upmanship
sexpot, sex kitten
Renaissance man
statesman
tough guy
woman's intuition
workmanlike
workmanship
yeoman's service

Inclusive

staff-hours, person-hours,
hours of work
staff, personnel, workforce
big, heavy
heart-to-heart talk
mature, dignified
nature
upstaging, competitiveness
avoid
Renaissance person
diplomat, politician
tough (noun)
intuition
diligent, skillful, careful
craft, skill, artanship,
quality construction
heroic service, loyal service,
service beyond the call of
duty

Turns of Phrase

Quotations and turns of phrase provide some special challenges for the gender-inclusive writer. You can't go back and rewrite quotations or titles of books, songs and plays. Here the columnist for the Toronto entertainment weekly, the *Eye*, in an attempt at humor, took our suggestions just a touch too literally when he changed Shakespeare's play title *The Two Gentlemen of Verona* to *The Two Humans of Verona*.

While accuracy in using correct titles and quotations is a must, you can be aware that quotations relying on stereotypes may no longer prove the point you want to make. There are many turns of phrase and expressions that have developed over time which are flexible, and can keep their color when reworked. Here are a few:

Non-inclusive

All men are created equal.
be his own man
best man for the job
Boys will be boys.
Dead men tell no tales.
everybody and his brother
Every man for himself
Every man has his price.
A fool and his money are soon parted.
John Q. Public
Every schoolboy knows.
gentleman's agreement
Man does not live by bread alone
A man's home is his castle.
man of few words
no-man's-land

Inclusive

All people are created equal.
be one's own person
best person for the job
Kids will be kids.
The dead tell no tales.
everybody and their cousin,
all the world and their dog
Everyone for themselves
Everyone has their price.
We all have our price.
Fools and their money
are soon parted.
the average citizen
Every schoolchild knows.
honourable agreement,
informal agreement
People don't live by bread alone.
Your home is your castle.
person of few words;
strong, silent type
dead zone, unclaimed
territory

Non-inclusive

to a man

The way to a man's heart is
through his stomach.**Putdowns**

Everyone knows that terms like "bimbo" or "vamp" are more than stereotypes -- they're insults. But unintended insults can also creep into day-to-day language through terms we take for granted, putting down both men and women.

Non-inclusive

bad guy

bag lady

bag man (political)

con man

fall guy

girl (except for a child)

henpecked

mama's boy

manhandle

nervous Nellie

mother hen

old maid

old wives' tale

plain Jane

prodigal son

sissy

Inclusive

villain, rogue

street person

go-between, fixer, shark

con artist

scapegoat, chump, dupe

avoid

avoid

avoid

abuse, mistreat

worrywart, worrier

busybody, fussbudget

single woman or avoid

myth, folktale

avoid

prodigal child

avoid

Inclusive

advice columnist,

bleeding heart

single woman

rough and tumble child

shenanigans, monkey

business

weak link in the chain

toady, hanger-on, sycophant

Non-inclusive

sob sister

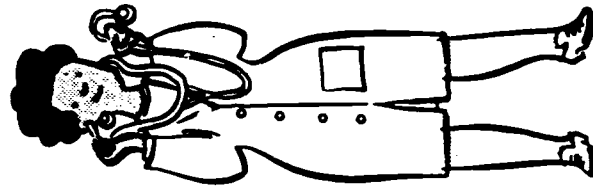
spinster

tomboy

tomfoolery

weak sister

yes man



LANGUAGE ON THE MOVE

Some Significant Breakthroughs

1972

"Ms." makes its first dictionary appearance in *The American Heritage School Dictionary*.

1976

Dr. Benjamin Spock revises his classic *Baby and Child Care* using gender-neutral language.

1978

The federal Manpower and Immigration and Unemployment Commission becomes Employment and Immigration Canada.

1979

Quebec women legally keep their birth names after marriage, unless they apply for a name change.

CBC adopts code to fight sexual stereotyping on air.

1981

Women successfully lobby for use of the word "person" throughout the Charter of Rights.

1983

The University of Waterloo eliminates biased language from calendars, policies and forms.

St. Jerome's College, part of UW, later changes the name of its alumni association to "the graduates' association."

1986

The National Museum of Man, Musée national de l'homme becomes the National Museum of Civilization/Musée national des civilisations (later changed to the Canadian Museum of Civilization/Musée canadien des civilisations).

1988

Toronto City Council votes to replace term "alderman" with "councillor."

1990

Toronto Transit Commission rejects beer ad depicting a woman as a "fox."

1992

Media office for Canadian Olympic team provides guidelines on bias-free sports reporting.



WOMEN SPEAK UP about **SEX-BIASED** LANGUAGE

...at work

"Because I use my initials on all my correspondence, I get lots of letters addressed to me as 'Mr.' I circle 'Mr.' and send them back unopened. Those people always call me with abject apologies."

...at home

"With two sons 12 and 9, I have boys running through the house all weekend. The worst insult they can hurl at each other is 'You're a girl.' It affects me like a punch in the stomach, so I always tell the kids that their language offends me. My sons roll their eyes, but they no longer use 'girl' as a term of abuse."

...on the phone

"I'm a psychologist. When I make a phone call and identify myself as 'Dr. Caplan,' I can't tell you how often I'm mistaken for a secretary. The usual response is, 'What does he want?' I don't let it go by anymore -- it's too demeaning. I always ask, 'Do you think only men can have doctorates?'"

...in meetings

"I'm the vice-chair of a large volunteer board. The last time our executive had a working lunch together, a 20-year-old waiter asked us, 'Which one of you men should I give the bill to?' It was as if I'd disappeared -- and I was one of the

senior people there. I told the waiter, very firmly, 'None of them. Please give it to the woman.'"

...at the corner store

"My grocer calls all his female customers 'young lady,' even the ones in their sixties. I've told him nicely that I don't consider it a compliment, but he just won't stop. One of these days, I'm going to call him 'young man.'"

...at fundraisers

"I just attended a charity brunch. The speaker was a prominent physician who happens to be a woman. After the emcee told us about her grants and studies and awards, he added, to everyone's horror, 'On top of all that, she's got great legs.' A hiss went through the room."

...on university campuses

"I felt excluded when my political science professor kept talking about 'the nature of man.' One day in class, I asked her why she didn't say 'human' nature instead. She didn't take me seriously. In every essay I wrote for her, we had battles over language. I'd write 'humankind'; she'd change it to 'mankind.' I'd use a plural; she'd change it to 'he.' Finally I complained to the head of the department. Now political science is the only department on campus that has guidelines on gender-neutral language."

CRACKING DOWN ON BIAS:

Insiders share their strategies

Ruth Haehnal,

Editor, *The Service Report*

"Because my partner and I are women, we take pains to avoid stereotypes in our newsletter. If we run an article on bank tellers, we'll make sure that one of the tellers is male. When we write about managers, we feature women prominently."

Rhoda Beecher,

Director of Human Resources, Toronto Hydro

"You have to talk to people, or they won't buy in. When we first tried to use gender-neutral language in a collective agreement, we faced a tremendous backlash. Men were saying, 'I'm not a meter reader, I'm a meter man.' We traded lists of terms with the union so they'd have some ownership of the issue. In a blue-collar work force, men tend to identify themselves by what they do."

Jane Davidson,

Senior Public Relations Specialist,
DuPont Canada Inc.

"When I prepare the annual report, I make sure women are represented in the photographs. This year I had a reshoot done because the photographer shot only white males. Like other companies, we've had budget cutbacks, but I had the full support of the senior VP of finance. One of the

stories around here is 'diversity' -- capturing the variety of people who work for the company."

Janet Thomson,

Senior Producer, CBC TV's *Street Cents*

"We needed a voiceover for a show that was seen through the point of view of our mascot, a pig. The men on the show only wanted to audition male voices. They thought a male voice would be more recognizable as a pig because most of the animals in cartoons have gruff male voices. When I pointed out that our pig was female, I got a lot of resistance. Then I asked them, 'If the pig was male, would we only audition female voices?' That did it. We used a female voice."

Dave Henderson,

Manager, Technical Services,

The Ontario Home Builders' Association

"Our consumer guides use the terms 'tradesperson' and 'contractor.' We also alternate 'he' and 'she' in reference to contractors. The construction industry is changing and we are now seeing greater numbers of women in construction. It wasn't a conscious decision to use gender-neutral language in our guides, but it is the logical choice. We are also trying to encourage both men and women to consider the construction industry as a possible career option."

WORD BUFFS, TAKE NOTE

These words all have one thing in common: they're used to put women down. But it wasn't always so. A few centuries back, some were used of both sexes and others had positive meanings. It seems that the moral of the story is nothing taints a word like association with women.

- **bluestocking** -- referred to the plain clothing worn by both sexes at the literary salons of the 1750s. Later applied exclusively to the women, whose intellectual interests were considered beyond them.
- **courtesan** -- meant the member of a pope's or prince's court until the late sixteenth century. Applied specifically to female prostitutes when Protestant England turned against the pope.
- **libber-tigibbet** -- a chattering gossip of either sex until the nineteenth century, when it became female-specific. Has implied silliness ever since.
- **frigid** -- a cold, formal person of either sex until the 1920s. But this term is now used almost exclusively as a put-down of women.

- **hooker** -- in the sixteenth century, a pilferer, knave or rogue. Applied to women alone since the middle of the nineteenth century.
- **tomboy** -- originally a rude, boisterous boy; later a promiscuous woman (sixteenth century). Applied to girls who behave "like boys" since the 1870s.
- **vamp** -- from the same root as vampire. Originally a ruthless predator of either sex. Redefined as female during the promotion of a 1915 silent movie starring Theda Bara.



SUGGESTED READING

Canadian National. *Striking a Balance: A Guide to Nonsexist Communication*. Available in French as *Les uns et les uns: guide pour une communication non-sexiste*. Montreal: 1988.

Department of Fisheries and Oceans. *How to Avoid Sexism in Communications*. Ottawa: Ministry of Supply and Services Canada, 1987. (Practical, 14-page pamphlet for business readers.)

King, Ruth, et al. *Talking Gender: A Guide to Nonsexist Communication*. Toronto: Copp Clark Pittman Ltd., 1991. (Covers both French and English. Includes a chapter on visual images.)

Maggio, Rosalie. *The Nonsexist Word Finder: A Dictionary of Gender Free Usage*. Boston: Beacon Press, 1989. (Origins and alternatives for more than 5,000 entries.)

Miller, Casey, and Kate Swift. *Handbook of Nonsexist Writing: For Writers, Editors and Speakers*. Second Edition. New York: Harper Collins, 1988. (Common sense tips with a wealth of real-life examples.)

Miller, Casey, and Kate Swift. *Words and Women. New Language in New Times*. Updated. New York: Harper Collins, 1991. (Classic overview blends theory and advice.)

Mills, Jane. *Womanwords: A Vocabulary of Culture and Patriarchal Society*. Burnt Mill, Harlow, Essex: Longman, 1989. (Lively history of 300 words, from actress to womb, shows how social context shapes meaning.)

National Watch on Images of Women in the Media (Mediawatch) Inc. *Sex-role Stereotyping: A Content Analysis of Radio and Television Programs and Advertisements*. Vancouver: 1987.

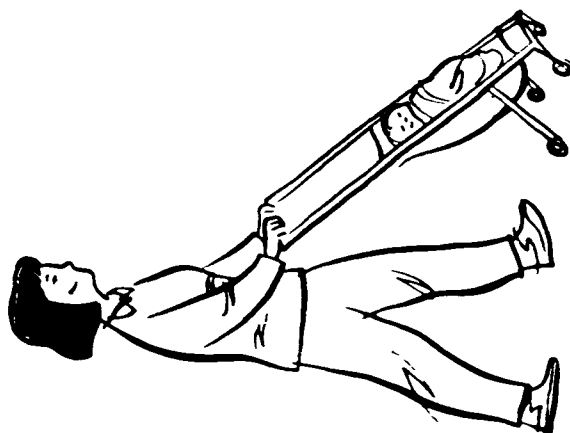
Sorels, Bobbye D. *The Nonsexist Communicator: Solving the Problems of Gender and Awkwardness in Modern English*. Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1983. (Stands out for tips on oral and nonverbal communication.)

Spender, Dale. *Man Made Language*. Second edition. London: Routledge & Kegan Paul, 1985. (The theory behind the move for bias-free language.)

Sport Canada. *Words to Watch: Guidelines for Non-Sexist Sport Commentary*. Ottawa: 1992.

Tannen, Deborah. *You Just Don't Understand: Women and Men in Conversation*. New York: Morrow, 1990. (Popular treatment of gender-based differences in communication style.)

NOTES



47

45